

Main specifications of α350

System	
Camera type	Digital SLR camera with built-in flash and interchangeable lenses
Lens compatibility	Sonyαlenses, Minolta and Konica Minolta AF lenses
Image Sensor	
Sensor type	APS-C type (23.5 x 15.7mm) with RGB primary color filters
Effective pixels	Approx. 14.2 megapixels
Total pixels	Approx. 14.9 megapixels
Anti-Dust system	Charge protection coating on low pass filter and image-sensor shift mechanism
ISO sensitivity range	AUTO, 100 to 3200 (in 1-stop increments, Recommended Exposure Index)
A/D conversion	12 bits
Recording	
Recording format	JPEG (DCF2.0 and Exif 2.21 compliant, DPOF supported), RAW (Sony ARW 2.0 format), RAW + JPEG
Image size	<Aspect ratio 3:2> L size: 4592 x 3056 (14M), M size: 3408 x 2272 (7.7M), S size: 2288 x 1520 (3.5M) <Aspect ratio 16:9> L size: 4592 x 2576 (12M), M size: 3408 x 1920 (6.5M), S size: 2288 x 1280 (2.9M)
Image quality modes	RAW, RAW + JPEG, Fine, Standard
Media	CompactFlash (Type I, Type II), Microdrive *Separately sold "Memory Stick Duo Adapter for CompactFlash Slot AD-MSCF1" is necessary to use Memory Stick Duo / Memory Stick PRO Duo / Memory Stick PRO-HG Duo
Noise reduction	Long exposure NR, On/Off selectable, available at shutter speeds longer than 1 sec. High ISO NR, On/Off selectable, available at ISO 1600 or higher
Color space	sRGB, Adobe RGB
Other features	Creative Style, D-Range Optimizer (Off, Standard, Advanced)
White Balance	
Modes	Auto, Daylight, Shade, Cloudy, Tungsten, Fluorescent, Flash Color Temperature / Color filter, Custom
Bracketing	3 exposures, H/L level selectable
Focus Control	
Type	TTL phase detection system
Sensor	CCD line sensors
No. of focus point	9 points
Sensitivity range	EV 0 - 18 (at ISO 100)
Modes	AF/MF selectable. AF modes: Single-shot AF, Automatic AF, Continuous AF
Focus area	Wide, Spot, Local (9 local areas selectable)
Other features	Predictive control, Focus lock, Eye-start AF, AF illuminator (Built-in flash, Range: approx. 1-5m)
Exposure Control	
Metering	Type: TTL metering Sensor: 40-segment honeycomb-pattern SPC Sensitivity range: EV 2 - 20 (EV 4 - 20 in spot metering mode), (at ISO 100 with F1.4 lens) Modes: Multi segment, Center weighted, Spot
Exposure	Modes: Program AE (AUTO, AUTO - Flash Off, P), Aperture priority, Shutter priority, Manual, Scene selection (Portrait, Landscape, Macro, Sports, Sunset, Night portrait/Night view) Exposure compensation: +/-2 EV (in 0.3-stop increments) Bracketing: 3 continuous or single exposures selectable, in 0.3 or 0.7-stop increments
Viewfinder	
Type	Fixed eye-level, penta-Dach-mirror
Coverage	95%
Magnification	0.74 x (with 50mm lens at infinity, -1m <sup>-1</sup> )
Diapler adjustment	-3.0 to +1.0 m <sup>-1</sup>
Eye point	Approx. 20.8 mm from the eyepiece lens, approx. 16.7 mm from the eyepiece frame
Screen	Spherical Acute Matte
LCD Monitor	
Type	2.7-inch type, TFT
Total number of dots	230,400 dots
Coverage	100%
Brightness adjustment	Selectable in 5 steps

Number of recordable frames based on compression, image quality and size

Image size: L	CompactFlash Card (3.2 = 10 MB / 16:9 = 8.4 MB)				
	512MB	1GB	2GB	4GB	8GB
Standard	140 / 160	275 / 314	552 / 630	1106 / 1262	2206 / 2516
Fine	100 / 116	197 / 228	396 / 457	795 / 916	1585 / 1827
RAW + JPEG	17 / 18	36 / 37	73 / 76	147 / 154	295 / 309
RAW	22 / 22	44 / 44	90 / 90	181 / 181	363 / 363
Image size: M	CompactFlash Card (3.2 = 5.6 MB / 16:9 = 4.7 MB)				
	512MB	1GB	2GB	4GB	8GB
Standard	183 / 236	360 / 462	722 / 926	1445 / 1854	2881 / 3696
Fine	134 / 178	263 / 349	528 / 699	1058 / 1400	2111 / 2792
Image size: S	CompactFlash Card (3.2 = 2.5 MB / 16:9 = 2.1 MB)				
	512MB	1GB	2GB	4GB	8GB
Standard	298 / 326	584 / 639	1170 / 1280	2343 / 2562	4670 / 5107
Fine	234 / 261	459 / 511	920 / 1024	1842 / 2050	3673 / 4086
Image size: M Smart Teleconverter at 1.4x	CompactFlash Card (3.2 / 16:9)				
	512MB	1GB	2GB	4GB	8GB
Standard	223 / 249	438 / 488	878 / 977	1758 / 1957	3505 / 3901
Fine	167 / 189	328 / 371	658 / 744	1318 / 1489	2628 / 2969
Image size: S Smart Teleconverter at 2x	CompactFlash Card (3.2 / 16:9)				
	512MB	1GB	2GB	4GB	8GB
Standard	281 / 309	551 / 606	1104 / 1214	2209 / 2430	4403 / 4844
Fine	218 / 245	429 / 480	859 / 961	1720 / 1924	3428 / 3836

- \* Numeric figures show the number of frame recordable with 3:2 / 16:9 aspect ratio.
- \* Optional "Memory Stick Duo Adapter for CompactFlash Slot AD-MSCF1" is necessary for use with Memory Stick Duo.
- \* Number of recordable frames may vary depending on the subjects and other shooting conditions.

System requirements of bundled software

Image Data Converter SR ver. 2.0	Image Data Lightbox SR ver. 1.0	Picture Motion Browser Ver. 2.1.02
Microsoft Windows 2000 Professional SP4 / Windows XP*SP2 / Windows Vista*, Mac OS X (v. 10.4) or later	Microsoft Windows 2000 Professional SP4 / Windows XP*SP2 / Windows Vista*, Mac OS X (v. 10.4) or later	Microsoft Windows 2000 Professional SP4 / Windows XP* SP2 / Windows Vista*

\* 64-bit editions and Starter (Edition) are not supported.  
Note: Factory pre-installed. We do not guarantee proper operation in the upgraded environment of the OS stated above.

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- \* α is a trademark of Sony Corporation.
- \* Bionz, BRAVIA, Bravia BRAVIA, Super SteadyShot, InfoLITHIUM, Memory Stick, Memory Stick PRO, Memory Stick PRO Duo, Memory Stick PRO Duo, and Memory Stick PRO-HG Duo are registered trademarks or trademarks of Sony Corporation.
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- \* Microdrive is a registered trademark of Hitachi Global Storage Technologies in the United States and/or other countries.
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- \* D-Range Optimizer Advanced uses technology provided by Apical Limited
- \* All other company and product names mentioned herein are used for identification purposes only and may be the trademarks of their respective owners.

\* The InfoLITHIUM is a lithium battery pack which can exchange data with compatible electronic equipment about its energy consumption.  
Sony recommends that you use the battery pack with electronic equipment that have the mark.

• Monitor images are simulated.

Live View	
Type	Pentamirror tilt system
Image sensor	Dedicated to live view
Metering	1200-zone evaluative
Sensitivity	EV 2 - 17 (in all metering modes, at ISO 100 with F1.4 lens)
Coverage	90%
Smart Teleconverter function	1.4x or 2x selectable
Other functions	Histogram display, real-time image-adjustment display (exposure compensation, white balance, sunset / B&W in Creative Style)
Shutter	
Type	Electronically-controlled, vertical-traverse, focal-plane type
Speed range	1/4000 to 30 sec., Bulb
Flash sync speed	1/160 sec.
Super SteadyShot® (Image Stabilization)	
Type	Image-sensor shift mechanism
Indication	Super SteadyShot scale and Camera-shake warning in the viewfinder
Compensation effect	Equivalent to approx. 2.5 to 3.5 steps in shutter speeds (varies according to shooting conditions and lens used)
Built-in Flash	
Pop-up	Auto
Guide number	12 (in meters at ISO 100)
Flash coverage	18 mm (focal length printed on the lens body)
Control	ADI, Pre-flash TTL
Flash compensation	+/- 2 EV (in 0.3-stop increments)
Modes	Auto (Flash-off), Auto, Fill-flash, Red-eye reduction, Rear sync, Slow sync, High speed sync, Wireless
Flash bracketing	3 exposures (in 0.3/0.7-stop increments)
Recycling time	Approx. 4 sec.
Drive	
Modes	Single, Continuous, Self-timer (10 sec. / 2 sec. delay selectable)
Continuous shooting speed	Max. 2.5 fps (approx.) with viewfinder, max. 2 fps (approx.) in live view mode
No. of frames recordable	JPEG (L size, Fine): Until memory card is full, RAW: 4 frames, RAW+JPEG: 3 frames
Playback	Single (with or without shooting information, with 4 previous / following images, RGB histogram & highlight / shadow warning), 4 / 9 / 25-frame index view, enlarged display mode (max. zoom - L size: 14x, M size: 11x, S size: 7.2x), Image orientation, Slideshow
Modes	
Interface	
PC interface	USB2.0 Hi-Speed (mass storage, PTP)
Video output	NTSC / PAL selectable
Supported OS Environments	
Windows	Microsoft Windows 2000 Professional / XP Home Edition / XP Professional / Vista Home Basic / Vista Home Premium / Vista Ultimate / Vista Business / Vista Enterprise
Macintosh	Mac OS X (v. 10.13 or later)
Print	
Compatible standards	Exif Print, Print Image Matching III, NipfBridge
Power	
Power source	One Rechargeable Battery Pack NP-FM500H * NP-FM55H for DSLR-A100 is not usable.
Battery performance	Approx. 730 shots with viewfinder, approx. 410 shots in live view mode * Both measured using CIPA standard
External power source	AC Adapter / Charger AC-VQ900AM (optional)
Others	
Dimension (WxHxD)	Approx. 130.8 x 98.5 x 74.7 mm (5-1/4 x 4 x 3 in.) (excl. protrusions)
Weight	Approx. 582 g (1 lb 4.5 oz) (w/o battery, memory card, accessories)
Operating temperature	0 - 40 degrees C (32- 104 degrees F)

Specifications are based on the information available at the time of printing and are subject to change without notice.

Image size: L	Memory Stick Duo (3.2 = 10 MB / 16:9 = 8.4 MB)				
	512MB	1GB	2GB	4GB	8GB
Standard	130 / 149	267 / 305	549 / 626	1086 / 1239	2180 / 2486
Fine	93 / 108	191 / 221	394 / 455	780 / 900	1566 / 1806
RAW + JPEG	16 / 17	35 / 36	72 / 76	144 / 152	291 / 306
RAW	20 / 20	43 / 43	89 / 89	178 / 178	358 / 358
Image size: M	Memory Stick Duo (3.2 = 5.6 MB / 16:9 = 4.7 MB)				
	512MB	1GB	2GB	4GB	8GB
Standard	170 / 219	349 / 448	717 / 921	1418 / 1820	2846 / 3652
Fine	124 / 165	255 / 338	525 / 695	1039 / 1374	2086 / 2758
Image size: S	Memory Stick Duo (3.2 = 2.5 MB / 16:9 = 2.1 MB)				
	512MB	1GB	2GB	4GB	8GB
Standard	277 / 303	567 / 620	1163 / 1272	2300 / 2515	4614 / 5047
Fine	218 / 242	446 / 496	915 / 1018	1809 / 2012	3630 / 4038
Image size: M Smart Teleconverter at 1.4x	Memory Stick Duo (3.2 / 16:9)				
	512MB	1GB	2GB	4GB	8GB
Standard	208 / 231	425 / 473	873 / 972	1726 / 1921	3464 / 3854
Fine	155 / 176	318 / 360	654 / 739	1294 / 1462	2597 / 2933
Image size: S Smart Teleconverter at 2x	Memory Stick Duo (3.2 / 16:9)				
	512MB	1GB	2GB	4GB	8GB
Standard	261 / 287	534 / 588	1097 / 1207	2169 / 2386	4351 / 4787
Fine	203 / 227	416 / 465	854 / 955	1688 / 1889	3388 / 3791

α350  
Digital SLR Camera

SONY®

α



Images of beauty for everyone

like.no.other™

Printed in Japan





Freestyle  
shooting.



$\alpha$ 350



## When shooting becomes a dialogue

Class-leading 14.2-megapixel resolution and a new level of SLR shooting freedom

The  $\alpha$ 350 is an exciting new digital SLR that combines the best-in-class resolution of a 14.2-megapixel (effective) CCD sensor with the powerful performance of Sony's exclusive BIONZ image processing engine. With an array of advanced features to assure maximum image quality, it lets you capture breathtakingly beautiful photos, rich in color and image detail.

And the  $\alpha$ 350 makes it easy. With Super SteadyShot® image stabilization built right into the camera body, and revolutionary new Quick AF Live View that lets you frame your subject in the LCD monitor. So you can shoot without even using the optical viewfinder, just like you can with a compact digital camera. And for the first time ever on a digital SLR, it delivers this level of shooting freedom without sacrificing the speed and accuracy of SLR-class TTL (Through-The-Lens) autofocus.

The  $\alpha$ 350 with Quick AF Live View — for the finest image quality, captured with conversational ease.





# Set your creativity free with Quick AF Live View freestyle shooting

Quick AF Live View sets your creativity free by delivering on the full promise of SLR-class live view shooting. Unlike previous systems that required a tradeoff in autofocus performance, there's no compromise with the  $\alpha$ 350's Quick AF Live View. Instead, you get full SLR functionality and image quality, plus the ability to shoot easily and comfortably from angles and positions you never could before. So you can take advantage of more spur-of-the-moment photo opportunities, and capture more of those magic moments that SLR photography is all about.



DT 55-200mm F4-5.6 (SAL55200), A mode, F5.6 (1/640 sec.), ISO 100, Auto white balance



DT 55-200mm F4-5.6 (SAL55200), Sports action mode (1/640 sec., F5.6), ISO 100, Auto white balance

## High-position shooting ease

The  $\alpha$ 350's variable-angle Clear Photo LCD monitor makes it easy to maximize the shooting freedom offered by Quick AF Live View. For high-position shots, the monitor can be angled downward, enabling you to frame your subject accurately even with the camera held at arm's length above you. As a result, you can take well-composed photos at sports events, concerts, and other public venues even when you need to shoot over the heads of a crowd.



## Low-position shooting comfort

Low-position shooting is also easier and more comfortable with Quick AF Live View. The Clear Photo LCD can be angled upward, making it possible to frame your subject correctly even when taking waist-level, knee-level, or ground-level shots. As a result, you can remain face to face with your subjects and talk to them to put them at ease, and assume a more comfortable posture when taking macro close-ups of flowers or eye-level portraits of pets and children.



# At last, live view shooting with true SLR-class autofocus



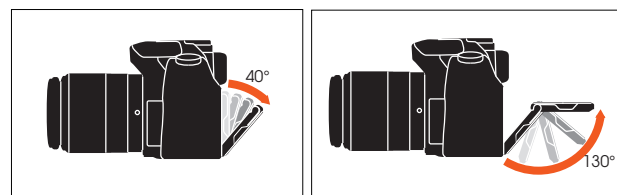
## Pentamirror tilt mechanism for fast TTL phase-detection autofocus

In a significant breakthrough in digital SLR camera design, a unique Sony-developed pentamirror tilt mechanism enables true TTL (Through-The-Lens) phase-detection autofocus during live view operation. So whether you frame your subject in the optical viewfinder or the LCD monitor, you enjoy the benefits of a fast, accurate TTL center-cross 9-point autofocus system with continuous autofocus to help you capture fast-moving subjects.



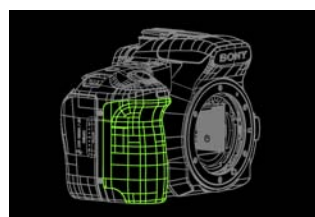
With Quick AF Live View

With conventional live view



## Variable-angle LCD for freestyle shooting ease

The variable-angle Clear Photo LCD monitor can be tilted upward by up to 130° or downward by up to 40° for easy high- and low-position shooting.



## Ergonomic design for enhanced shooting stability

The grip and body are designed to assure stable, secure handling during high- and low-position live view shooting, as well as during conventional shooting.

## 1200-zone evaluative metering for spot-on exposures

During live view shooting, an advanced 1200-zone metering system evaluates light levels and color distribution to calculate correct exposure with extremely high precision. Incorporated into the dedicated live view image sensor, it also offers you a choice of spot and center-weighted metering, just like an optical metering system.



1200-zone evaluative metering

## Real-time image-adjustment display

Live view even lets you confirm the effects of exposure and white balance adjustments on the Clear Photo LCD monitor in real time — something that is impossible to do with an optical viewfinder.



Real-time exposure compensation display

Real-time white balance display

-1.0

+1.0

Auto

Daylight

## Smart Teleconverter function in live view

During live view shooting, you can press the Smart Teleconverter button on the back of the camera to instantly apply zoom scaling that achieves the effective equivalent of 1.4x or 2x magnification. There's no reduction in image quality because only the size of the image area is reduced, and thanks to the high resolution of the  $\alpha$ 350's 14.2-megapixel CCD, even 2x images can be turned into great-looking prints.



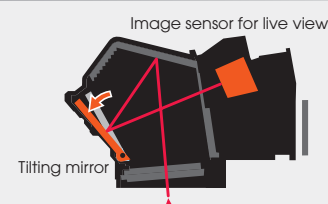
Normal view (1x)

With 1.4x Smart Teleconverter

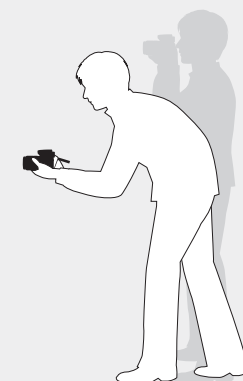
With 2x Smart Teleconverter

\* With Smart Teleconverter function, image size is automatically set to M size at 1.4x, or to S size at 2x magnification.

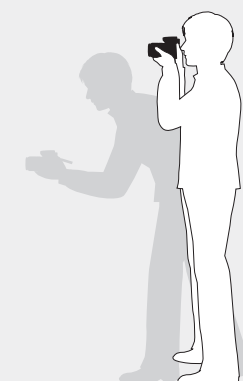
## Using Live View mode



When you switch to live view operation, an innovative new pentamirror tilt mechanism directs the subject image to a dedicated live view sensor positioned over the viewfinder eyepiece.



When you use the viewfinder, you can also take advantage of Sony Eye-Start® AF, which automatically focuses the camera as soon as you put your eye to the viewfinder.



## Using the viewfinder



# Vibrant, true-to-life color reproduction with rich image detail and tonal gradation

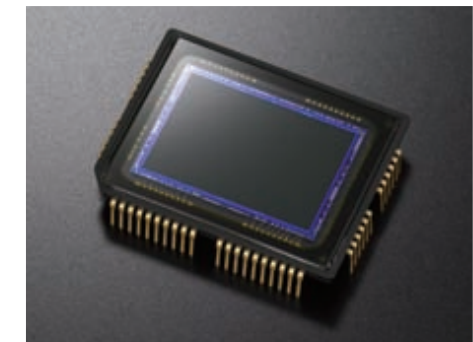


DT 18-70mm F3.5-5.6 (SAL1870), A mode, F7.1 (1/25 sec.), ISO 100, Auto white balance

## Class-leading 14.2-megapixel resolution for beautiful photos with ultra-fine image detail

The  $\alpha$ 350 is equipped with the class-leading resolution of an exclusive Sony-developed APS-C type CCD image sensor with 14.2 effective megapixels. Measuring 23.5 x 15.7mm, the sensor boasts approximately 15 times the surface area of the 1/2.5-type sensors employed in most compact digital cameras, and combines the triple advantages of high resolution, high sensitivity, and a rich tonal range. With this kind of imaging power you can capture details as fine as a single eyelash, and skin tones that glow with natural, true-to-life color.

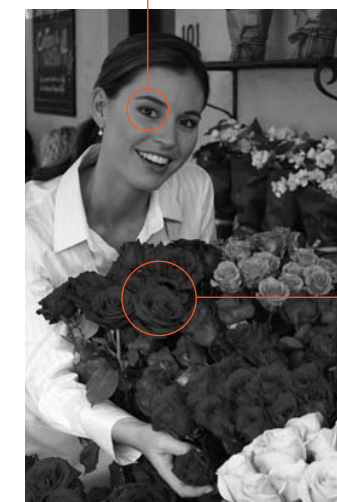
To significantly reduce the analog signal noise that tends to increase at high pixel densities, CCD performance also benefits from Sony's long experience in semiconductor and microprocessor manufacturing, and utilizes advanced new peripheral circuit design technologies. As a result, the  $\alpha$ 350 offers an unrivaled combination of ultra-high resolution and low-noise image clarity, as well as faster, more responsive shooting.



14.2-megapixel (effective) CCD



14.2-megapixel, high-resolution imaging captures nuances of eye color and eyelash/eyebrow detail with amazing clarity.



Working together, the CCD and BIONZ render the rich color tones and velvety texture of flower petals with true-to-life fidelity.

## Powerful BIONZ image processing engine for vibrant colors with rich tonal detail

The  $\alpha$ 350 is equipped with a BIONZ image processing engine that uses advanced Sony technologies to achieve truly vibrant color reproduction with rich tonality and depth. Powerful enough to instantly process the massive amount of image data captured by the  $\alpha$ 350's 14.2-megapixel sensor, it reduces noise, optimizes dynamic range, and adjusts white balance to assure exceptionally faithful color reproduction with excellent shadow and highlight detail. Thanks to BIONZ, even the delicate hue and texture of individual rose petals can be rendered with breathtaking accuracy, bringing photos to life with a realism that will amaze and delight you.





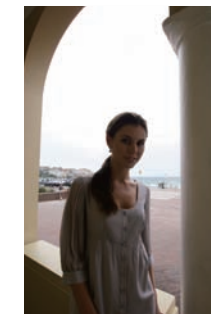
# Built-in features for sharp, clear imaging in virtually any situation



DT 18-70mm F3.5-5.6 (SAL1870), A mode, F5.6 (1/2 sec.), -1.0 EV, ISO 100, Auto white balance

## D-Range Optimizer for superior exposure balance

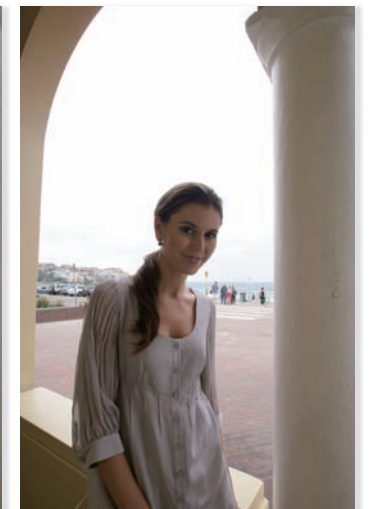
An advanced D-Range Optimizer helps ensure beautifully balanced exposures in backlit situations. In Standard mode, it optimizes brightness and contrast for the image overall, and in Advanced mode, it optimizes each area of the composition separately to bring out maximum shadow and highlight detail. The D-Range Optimizer can be used on all image formats in all metering modes.



Off



Standard



Advanced

\* D-Range Optimizer Advanced uses technology provided by Apical Limited.

## ISO3200 sensitivity setting for low-light shooting

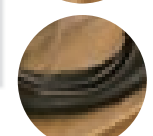
High-sensitivity ISO3200 and 1600 settings let you take advantage of low-light photo opportunities with confidence. When shooting at these higher settings, the BIONZ engine assures the highest possible image quality by applying high-ISO noise reduction immediately before each image is processed. This, together with powerful Super SteadyShot® image stabilization, enables you to use faster shutter speeds in low light, and greatly expands the range of situations in which you can shoot.



ISO 800



ISO 1600

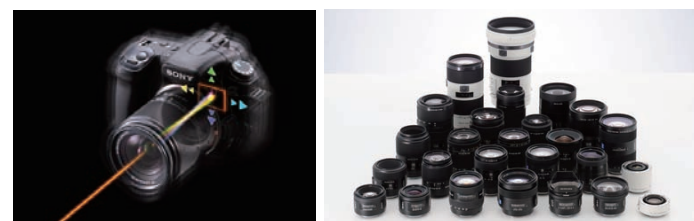


ISO 3200



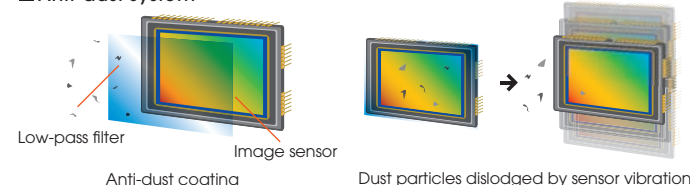
Super SteadyShot on

Super SteadyShot off



With the Super SteadyShot system, you can enjoy the benefits of image stabilization with any  $\alpha$  series lens.

### ■ Anti-dust system



## Super SteadyShot® Inside for greater handheld shooting freedom

The  $\alpha 350$  is equipped with an advanced Super SteadyShot® image stabilization system to help prevent blurring caused by camera shake. Built right into the camera body, the system works with any  $\alpha$  lens, enabling you to capture sharp images at shutter speeds 2.5–3.5 steps slower than would otherwise be possible. And that means you can enjoy the freedom of unencumbered handheld shooting in situations that would normally require the use of flash or a tripod.

## Anti-dust protection for cleaner images

All digital SLR cameras are susceptible to dust contamination when changing lenses -- it's a fact of life. But the  $\alpha 350$  employs built-in systems to keep the sensor clean, and your images beautiful. First, there's an anti-static coating to help prevent dust from adhering to the low-pass filter and other internal components. And to dislodge any particles that do manage to reach the CCD, the sensor is vibrated at ultra-high speed every time the camera is switched off.

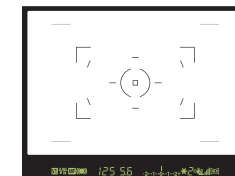
## Center-cross 9-point AF with exclusive Eye-Start® activation

The  $\alpha 350$  features a center-cross 9-point autofocus system with Sony's exclusive Eye-Start® activation, which reduces missed shots by automatically focusing the camera for you as soon as you put your eye to the viewfinder. The system offers one of the quickest response times in its class, and continuous focusing with high predictive accuracy for continuous shooting at up to 2.5 frames per second with the viewfinder, and up to 2 frames per second with live view.\*

\* Number of recordable frames varies according to shooting conditions and type of memory media.



2.5 fps continuous shooting



AF frame and 9-point AF sensor layout

## Versatile 40-segment honeycomb-pattern metering

When you're using the optical viewfinder, the  $\alpha 350$ 's 40-segment, honeycomb-pattern metering system gives you the versatility you need to get precise readings under a wide range of shooting conditions. It also gives you a choice of multi-segment metering, center-weighted metering, and spot metering mode to suit your subject and shooting conditions.





# Enhanced creativity and operating ease make shooting and viewing more fun

## New menu list for easy access to essential settings

Whether you're framing your subject in the optical viewfinder or the LCD monitor, a quick press of the Function (Fn) button displays the menu list, which gives you instant access to mode settings for the flash, metering, autofocus, AF area, white balance, and D-Range Optimizer. It's a fast and easy way to get to frequently used functions without having to navigate through multi-level menus.



## 2.7-inch Clear Photo LCD monitor for on-the-spot image review

Whether you're framing your subject or reviewing images, the large 2.7-inch Clear Photo LCD monitor makes it easy to confirm focus and fine details. Detailed shooting information and RGB histograms can also be displayed for on-the-spot confirmation of exposure balance, color distribution and highlight/shadow reproduction, and the screen automatically switches to a vertical-format display when you rotate the camera for vertical-format shooting. Convenient index views of up to 25 frames are provided to help you find your favorites fast.



## Auto pop-up flash

In Auto and Scene Selection modes, the built-in flash pops up automatically whenever it is needed. Even when you're shooting outdoors in daylight, if the alpha 350 senses that a subject is backlit, the flash will pop up to provide additional illumination. Flash power is rated GN12 (ISO100-m), with wide enough coverage to allow use with an 18mm fisheye lens.



## 16:9 aspect ratio for high-quality PhotoTV HD viewing

The option of recording images in the 16:9 format enables you to view dramatic slideshows on a widescreen HDTV. In addition, if you use PhotoTV HD compatible Sony peripheral devices for image playback, you can enjoy an even higher level of big-screen display quality.

\* Availability of peripheral devices varies according to region.

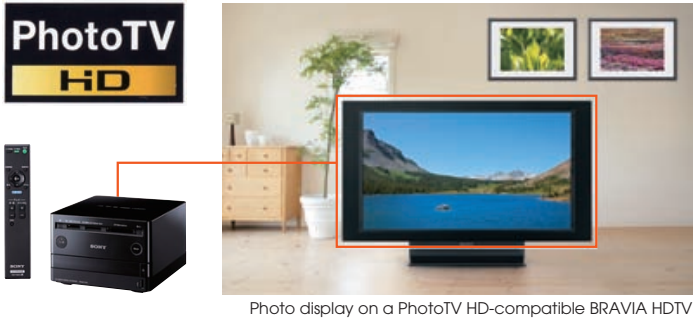


Photo display on a PhotoTV HD-compatible BRAVIA HDTV

## Easy dial access to basic exposure and scene modes

The mode dial on the top of the alpha 350 provides immediate access to Program, Aperture priority, Shutter-speed priority, and Manual exposure modes, as well as a fully-automatic Auto mode, Flash Off Auto mode, and 6 Scene Selection modes. The Scene Selection modes optimize AF, drive mode, shutter speed, aperture, and other settings to ensure beautiful results when shooting portraits, landscapes, sunsets, sports, macro photos, and night scenes.



### Exposure and other basic modes

P	Program auto mode	Shutter speed and aperture are set automatically, but other settings can be adjusted
A	Aperture priority mode	User sets aperture manually; camera selects optimum shutter speed automatically
S	Shutter speed priority mode	User sets shutter speed manually; camera selects optimum aperture automatically
M	Manual exposure mode	User sets both aperture and shutter speed
AUTO	Full auto mode	The camera automatically controls all settings
Flash off	Flash off mode	Flash is disabled, and other camera settings are adjusted automatically

## Creative Style settings for greater freedom of expression

Creative Style settings make it easy to adjust image parameters to suit your preference and creative intent. A choice of Standard, Vivid, Portrait, Landscape, Night view, Sunset, Black & White, and Adobe RGB styles is offered, and each can be digitally adjusted for contrast, saturation, and sharpness (no saturation adjustment on Black & White). Whether you want to capture a moody black & white portrait or a colorful sunset at the beach, Creative Style settings offer a quick, easy way to get the precise image you want.

### Creative Style settings

Std.	Standard
Vivid	Vivid
Port.	Portrait
Land.	Landscape
Night	Night view
Sunset	Sunset
B/W	Black & White
Adobe	Adobe RGB



Portrait

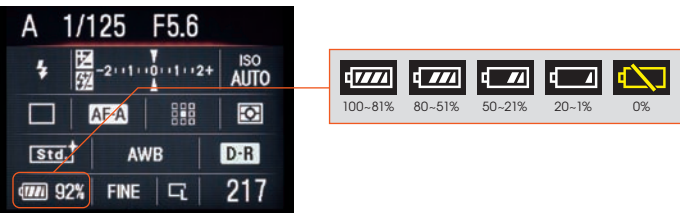


Black & White

## Power and versatility for extended shooting

The alpha 350 is powered by a high-density NP-FM500H InfoLITHIUM™ battery that lets you take approximately 730 shots\* before recharging is required, and features a battery level indicator that offers precise 1% accuracy. An optional VG-B30AM vertical grip, capable of holding two NP-FM500H InfoLITHIUM batteries, offers extended power and a full complement of basic camera controls to enhance operating ease during vertical-format shooting.

\* 410 shots in live view mode; CIPA standard test with built-in flash used on 50% of shots



VG-B30AM

NP-FM500H







# The expanding world of $\alpha$ creativity



## DT 18-70mm F3.5-5.6 (SAL1870)\*

A versatile wide-angle to medium-telephoto zoom lens that incorporates aspherical and ED (Extra-low Dispersion) elements for sharp imaging. (35mm equivalent: 27-105mm)

## DT 18-250mm F3.5-6.3 (SAL18250)\*

A powerful yet compact lens with a 14x zoom range that provides an all-in-one solution for travel and nature photography. (35mm equivalent: 27-375mm)

There's virtually no limit to the ways you can express your creativity with the  $\alpha$  System. From super wide angle, zoom, and macro, to STF (Smooth Trans Focus) and reflex super telephoto, the  $\alpha$  lens lineup has it all. And whichever lens you use, you'll be able to take full advantage of the Super SteadyShot® image stabilization built into the  $\alpha$ 350's body.

## DT 55-200mm F4-5.6 (SAL55200)\*

A light, compact, and affordable zoom with high telephoto power that makes it a perfect companion to the wide-angle to medium-telephoto DT 18-70mm lens. (35mm equivalent: 82.5-300mm).

## 50mm F2.8 Macro (SAL50M28)

A compact macro lens with 1:1 magnification, a minimum shooting distance of 20cm, and a circular aperture for superb background defocusing. Offers a 35mm equivalent focal length of 75mm when mounted on the  $\alpha$ 350.

\* DT series lenses are compatible only with digital SLR cameras that are equipped with an APS-C type sensor.

## Carl Zeiss® lenses

Jointly developed by Sony and Carl Zeiss® of Germany, these premium lenses offer excellent contrast and the stunning clarity of world-famous Carl Zeiss® T\* coatings.

## G series lenses

Even among  $\alpha$  lenses, G series lenses are notable for their sharp, bright imaging, advanced aspherical and ED (Extra-low Dispersion) optics, and exceptionally high build quality.

## External flash units

## HVL-F56AM

Top-of-the-line power with high-speed synchro, wireless capability, and a variable-angle head for bounce flash shooting. GN56 (85mm, ISO100-m)

## HVL-F42AM New

Optimized for digital imaging with auto white balance adjustment, high-speed synchro, wireless capability, and a variable-angle head. GN42 (105mm, ISO100-m)

## Software tools

## Image Data Converter SR ver.2.0

A powerful program for fast RAW data conversion that can also be used to adjust images and apply D-Range Optimizer and Creative Style effects.

## Image Data Lightbox SR ver.1.0

A convenient tool for viewing, ranking, sorting, and comparing RAW and JPEG images to facilitate "best shot" selection and library management.

## Picture Motion Browser ver.2.1.02

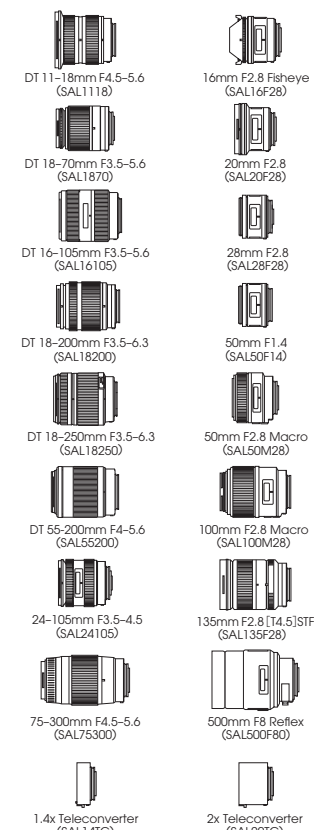
An easy-to-use application for basic photo library management, and image adjustment. Features include a convenient calendar view, easy image file backup, and a map-view function to display images with position information on an online world map.

## Controls

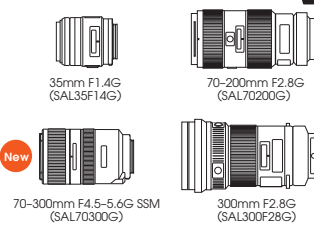


## System accessories

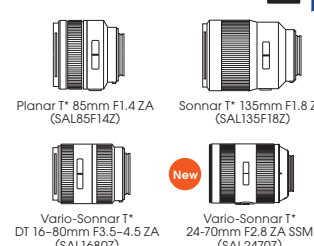
### $\alpha$ lens lineup



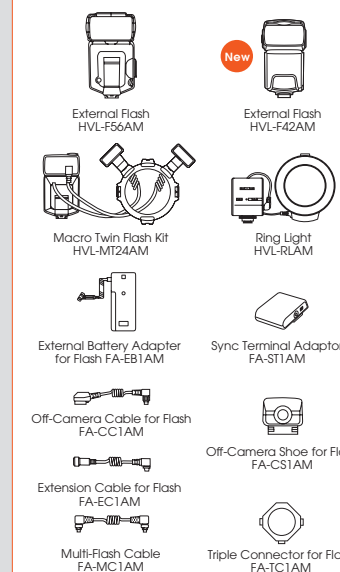
### G lenses



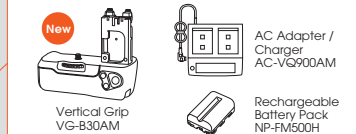
### Carl Zeiss® lenses



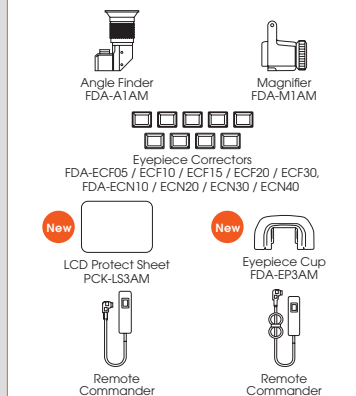
### Flash & Flash accessories



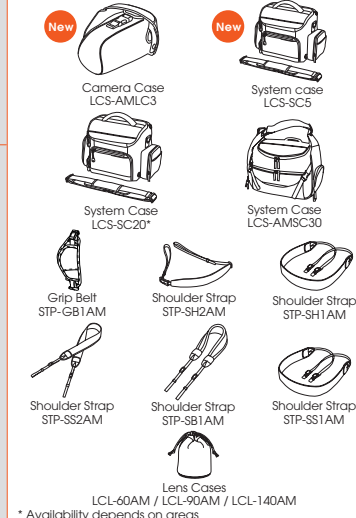
### Batteries / Grip & Charger



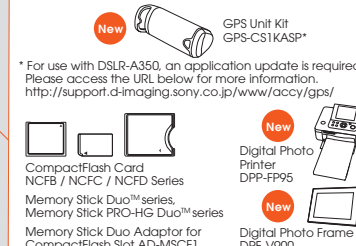
### Shooting accessories



### Cases & Straps



### Others



### Lens accessories

